

**h.o + Dentsu + Ars Electronica**

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## **A New Cultural Advertising Project**

*A New Cultural Advertising Project* is an experimental new form of advertisement using T-shirts. Advertisements in the past have usually utilized combinations of taglines or slogans and visual art, as seen in Nike's "Just Do It", displaying them in prominent public locations such as billboards and TV commercials to communicate a unified message to consumers about a product or brand. This TV generation style of advertising, which forces a single image and message to all consumers, is still being used now in the Internet age, but the wide spread of bi-directional media have begun to impact this traditional method of advertising. As attractive as the corporate ad message may be, consumers, connected by the Internet, will reveal the reality of the product, and will compare and contrast it with other products, making it difficult for the corporate image to be preserved. Advertisements have become a nuisance for many people. Therefore, in our project, using the Ars Electronica Festival 2008 as our target "product", we break the traditional boundaries of advertising to regain its value, effectiveness, and appeal. This is one form of a search for A New Cultural Economy.

First, we liberate the traditionally exclusive tagline, *A New Cultural Economy*, to phrases produced by our audience. Many users access the Ars Electronica web site every day. Each user arrives at the Ars Electronica web site via some search keyword or phrase. We consider this keyword to be the user's "personal tagline" for Ars Electronica and will modify this year's exclusive tagline, *A New Cultural Economy*, to each individual's personal tagline. By washing away the commercially crafted tagline and using live words inspired by people around the world, we are able to capture the dynamic social value of Ars Electronica.

Next, to replace the traditional advertisement media such as billboards, magazines and TV commercials, we will convert people themselves into a medium of advertisement. This is where T-shirts come in. T-shirts manufactured by businesses have simply been a type of merchandise. We will extend this to produce a medium both created and worn by average people. A shop installation will be placed on site at the Ars Electronica Festival 2008. Here, we will visualize the taglines imagined by people around the world and automatically produce T-shirts based on those taglines. T-shirts bought at this shop installation are a form of message art, inadvertently created by an anonymous individual, and will transform into an ad transmitting a view of the Ars Electronica brand image into the real world. For example, a person in Tokyo searching via a Japanese keyword arrives at the Ars Electronica web site, and a person who participated in the festival in Linz flying in from New York buys a T-shirt, without even knowing its meaning, and walks the streets of New York wearing it.

Through this new advertisement media project, a new brand image of Ars Electronica will be created and spread around the world using the help of many individuals.

